

## ORDER



**Orders**  
**Order / Rev:** 67416  
**Alt Order #:** 08887268  
**Product Desc:** DCCC  
**Estimate:** 2111  
**Flight Dates:** 10/20/12 - 10/22/12  
**Original Date / Rev:** 10/19/12 / 10/19/12  
**Order Type:** CIA - O

**KUCW-TV**

**Primary AE:** Continental Washington DC  
**Sales Office:** CNAT  
**Sales Region:** National

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	6	\$2,475.00	\$2,103.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$2,475.00	\$2,103.75	0.00
<b>Totals</b>	<b>6</b>	<b>\$2,475.00</b>	<b>\$2,103.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KUCW-TV	14%	\$2,475.00
Market	100%	\$17,678.57

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	0%	\$0.00
KSTU	0%	\$0.00
KTVX	85%	\$15,026.79
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	0%	\$0.00
UNKWN	1%	\$176.79

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/22/12	10/22/12	M-F 530p-6p M-F 530p-6p	CM	530p-6p	M- - - - -	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
HOW I MET YOUR MOTHER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -			1			\$200.00		0.00			
E 2	KUCW	10/20/12	10/20/12	Sa 530p-6p Sa 530p-6p	CM	530p-6p	- - - - - S-	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00

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Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 2111

KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
EVERYBODY LOVES RAYMOND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-			1		\$150.00	0.00					
E 3	KUCW	10/22/12	10/22/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	M-----	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
TWO AND HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----			1		\$700.00	0.00					
E 4	KUCW	10/22/12	10/22/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----			1		\$800.00	0.00					
E 5	KUCW	10/20/12	10/20/12	Sa 630p-7p Sa 630p-7p	CM	630p-7p	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-			1		\$300.00	0.00					
E 6	KUCW	10/21/12	10/21/12	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S			1		\$325.00	0.00					
													Totals	6	\$2,475.00